

Movies at Grandon

City of Sterling Summer Movie Program

Movies at Grandon

Sterling's summer movie program will start on Thursday, May 29th 2014. Movies are shown every 2nd and 4th Thursday of the June and July, plus one in May and one in August. Exact movie dates are provided on the back side of this pamphlet and on the City's website. The City may also chose to show special holiday features.

Benefits of This Program

The goal of the summer movie program is to strengthen the community and create more activity in downtown Sterling. This program provides free entertainment and draws in people from neighboring communities. This program will also benefit non-profits and community groups that can raise money and awareness during the summer movies.

Contact Information

Sterling City Hall

815-632-6621 (phone)

shand@sterling-il.gov

OR

Sterling Main Street

(815) 626-8610

janna@sterlingmainstreet.org



A goal of the City of Sterling for some time has been to hold a free outdoor summer movie program. With a successful first year in 2012, the City is excited to host their 3rd annual outdoor movie program in Sterling, *Movies at Grandon*. Thursdays this summer, the City of Sterling will provide a free movie in Central Memorial Park at the Grandon Civic Center. These movies will begin at dusk, usually around 8pm. Just like the Wednesday band concerts at Grandon, visitors are encouraged to bring blankets and chairs. Nonprofits, schools, and community organizations are invited to sell concessions. Attendance at last year's movie nights ranged from 200 to over 600 people per movie. Movie titles and dates can be found on the City's website.

- The City of Sterling will be hosting an annual free outdoor summer movie program, titled *Movies at Grandon* during the 2014 summer .
- The City of Sterling would appreciate any help in the form of donations and/or sponsorships to fund this on-going program.
- Your business could become a sponsor and have your business logo displayed at the movies or have a short commercial or advertisement played before the movies.
- To become a sponsor or make a donation, please contact The City Manager's Office at the City of Sterling.

The City of Sterling needs help in order to make this program successful. The cost of showing one movie is in the range of \$250-\$400. To help keep this movie program going, the City is asking for donations and/or sponsorships. Last season, there was a range of 200-600+ attendees at each movie. We have arranged the following levels of sponsorship per showing:

- **Sponsor a Night \$300**
Sponsor the full cost of one night's movie
- **Commercial \$50**
Played during one movie showing (no sound options available)
- **Advertisement \$25**
Logo or chosen image to display on screen before one movie showing
- **Free Will Donation**
Please designate whether you would like to be recognized as a donor

City of Sterling
212 3rd Avenue
Sterling, IL 61081

Summer Movie Program

The summer movie program will be held on the following Thursday evenings: May 29, June 12, June 26, July 10, July 24, and August 7. We may also show special holiday features.

Formatting

Logo Advertisements:

Submit with Microsoft Word or Powerpoint

Commercial Advertisements:

Must be one minute or less

Cannot play sound if played via Powerpoint

Can play sound if provided on DVD format

Sponsors

Movies at Grandon was made possible in 2012 thanks to generous help from the Sauk Valley Chamber of Commerce and other local donors. The City of Sterling continues to make the event possible with the help of local sponsors.

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City of Sterling Summer Movie Program



Sponsor a Night \$300

Sponsor the full cost of one night's movie

Includes:

- Commercial played before movie
- Logo Advertisement displayed before movie
- Recognition in promotional materials of movie night
- Possible other advertising at event as suggested by sponsor (flags, banners, promotional vehicles, etc.)
- Please contact City Hall for additional commercial, logo and format guidelines

Advertisement \$25

Logo (or chosen image) to display on screen before one movie night of your choice

- \$25 for one night or \$125 for all 6 showings
- Your logo will appear on screen before a summer movie in a presentation format, appearing several times
- Each advertisement will be of equal size
- Please contact City Hall for additional logo and format guidelines

Commercial \$50

Played during one movie night of your choice

- \$50 for one movie night or \$250 for all 6 showings
- Make your own commercial, video, or slideshow of your business or organization to show before a movie
- Commercials limited to one minute
- If submitted via Powerpoint, the video cannot play sound; if submitted on DVD format, the video can play sound
- Please contact City Hall for additional commercial and format guidelines

Concessions \$25/night

To sell concessions at the movie, please contact Janna Groharing at Sterling Main Street (815-626-8610).

We welcome multiple groups to come together to sell food, drinks, candy, and dessert for each movie night.

*****We only accept checks**

Please make checks out to *City of Sterling*